

**The following remarks were made by Mayor Patricia M. Mahan, invited Master of Ceremoines at the Chamber of Commerce Board Member Banquet and Installation held June 24, 2004.**

Good evening and welcome

We all know how important our local businesses, our professional service providers, our commercial trade, and our major industries are to Santa Clara. You are all important to the vitality of our city, to the viability of our community, to the vigor of our economy.

And it has always been this way in Santa Clara. Our city supports our local businesses and favors our family owned and operated establishments. As a city, we have always sought to attract big business, knowing full well we offer as much or more than any so-called “major” or “big” city. And we have lured major industries into our city’s borders since the founding of Santa Clara more than 150 years ago.

In case you don’t believe me, consider the facts in this publication, entitled 'Progressive Santa Clara.' It was published 100 years ago exactly, in 1904, by the Santa Clara Commercial League, which was the forerunner to today's Chamber of Commerce.

The cover tells readers that Santa Clara is "An abode where fruit and flowers lend enchantment to the eye, and where health and plenty are the portion of her people.”

In reading the list of the Chamber’s 2004 incoming officers and directors, and comparing it to the businesses highlighted in ‘Progressive Santa Clara,’ I noted great similarities between the business communities of today and 100 years ago, given the differences in population, land use, market products and technology.

For instance, the backbone of Santa Clara’s commercial community has long been our family owned businesses - locally owned and operated.

Today we have represented on the Chamber Board: Peterson’s Insurance, April Flowers, Liberty Lighting, Granada Inn, Schloss & Associates, and Tobkin’s CPA firm.

100 years ago, the Commercial League touted its small businesses, saying of them:

BF Van Horn makes a specialty of horseshoeing in the highest style of the art and we would advise parties having lame or interfering horses to give him a call. He gives particular attention to the treatment of all defects of the feet, is moderate in charges and gives prompt service.

The Roll Brothers (who had a real estate and insurance company) are liberal, enterprising, and possess public spirit and local pride, and are disposed to encourage any progressive move that will stimulate the business interests of their home city, Santa Clara.

Walter Kenyon (running Franklin Meat Market) is an enterprising and progressive businessman and takes an interest in all matters of public benefit and the up-building of our city.

Manuel Mello specializes in fine shoes which are turned out by manufacturers with attention to the latest in patterns and the newest styles and the nobbiest models in last.

The Farmer's Store, run by A. Fatjo, started business in 1849, one of Santa Clara's oldest businesses, with a vast and varied stock with a general line and complete assortment of staple and fancy groceries, extensive dealers in grain, feed and farmer's supplies, as well as headquarters for crockery, queensware, white graniteware, etc.

Menzel's Hardware Store embraces every known article in the line of hardware, cutlery, builders hardware, shelf goods, supplies in iron goods and tools for all trades, as well as stoves, ranges, oil stoves and prepared to all kinds of plumbing, tinning, sheet iron work, water service, with a full line of fixtures and appliances. (Sounds like an early Home Depot.)

[If you ever wonder about some of the street names in Santa Clara, just proof of our respect and support of local business owners.]

Santa Clara has always been willing to consider entertainment as business - today it might be Paramount's Great America, but 100 years ago, it was Santa Clara's Coffee Club which opened to the public on June 25, 1903 with the specific purpose to establish a place for refreshment, recreation, and amusement where no intoxicating liquors, cigars and tobacco should be used. Except for relative size, it sounds like it could be Great America - except as it goes on to say that a good cup of coffee and a sandwich could be had for 5 cents.

Santa Clara has always been a pioneer in building big business and industry within its city limits. Our current Chamber has representation on its board from Owens-Corning and National Semiconductor - big businesses in our city today. 'Progressive Santa Clara' had its share of big business, too:

The CC Morse & Company Seed Farm - with 325 acres in sweet peas, 250 acres in radishes, 100 acres to tomatoes and beets, 50 acres each to celery, cucumbers, parsley, leeks, parsnips, and other vegetables, 640 acres to 25 varieties of onions. Everything about the Morse seed farm is conducted on a huge scale, and at harvest time 500 men are employed. CC Morse is one of Santa Clara's leading citizens and the most public spirited of men. (His home, the Morse mansion, still stands today.)

The Eberhard Tannery is one of the most substantial and growing industries of the town. The plant covers 16 acres of land and the trade extends throughout the US, Japan and Australia.

The Pacific Manufacturing Company is an immense establishment operating one of the largest and best equipped manufacturing plants in the state. Their mills are equipped with

the latest machinery and employment is given to about 300 men in the manufacture of all kinds of millwork, doors, molding, stairs, bank and office fixtures, pulpits, and pews. [Not insubstantial business, as SC, with a population around 3000 had 7 churches in town, not counting the Mission]. It operates at its fullest capacity with orders of magnitude and importance from surrounding states. This is a line of business that has done its full quota towards fostering and promoting Santa Clara's growth and material well being. (Sounds like the Intel of its day?)

Of course, Santa Clara has always been home to leaders in the medical field. Dr. Henry Warburton was the first doctor in SC, indeed one of the first in the entire new west, followed closely by Dr. Arthur Saxe, who built the first Doctor's office in the city, Dr. Osborne, who established a children's hospital in the city, Dr. Paul whose big yellow house on the corner still stands. The Santa Clara County Infirmary was located on Washington Street, just at the edge of town. No wonder we are home to the newest, biggest and best Kaiser Medical Office Center and Hospital in the state.

We value our educational institutions beginning with Santa Clara College as it was then known, which, according to 'Progressive Santa Clara,' was blessed by scenic beauty and an attractive location, bound on three sides by mountain ranges rich in their garments of green, even when the snow capped tops glitter beneath the winters sun, and on the fourth side commanding an unimpeded view of the sail-dotted Bay of San Francisco. [Obviously a time before building and smog]. No wonder it produced to the nation a long list of prominent men and could count among her alumni men famous in the nations history. Remember, SCU didn't even accept women until 1960.

Today we have two higher educational institutions - Santa Clara University and Mission College, and I'm sure Mission College, which is represented on this Chamber Board, has and will continue to produce future famous men and women, who got their start in Santa Clara.

Santa Clara understands the connection between finance and commerce and established its own Santa Clara Valley Bank in 1893 which in 1904 had a paid in capital of \$60,000. I'm quite sure that the Bank of Santa Clara has at least that much when adjusted for inflation. It is worth noting that the SC Valley Bank stayed open until 4 p.m. and was open on Saturdays.

As you can see, the commercial landscape in Santa Clara hasn't changed in fundamental ways in the past 100 years. The nature of businesses may be different, but the scope of business from small to large, from personal service to heavy industry has remained constant and grown. The way we look today is neither accidental nor recent.

On the back, the Progressive Santa Clara brochure reminds the reader that, "You should visit Santa Clara before selecting a home. The climate, the scenery, the soil, the productions and prospects of the country will please you."

The language of this 1904 publication may be flowery, and a little old fashioned, but the sentiment in Santa Clara is surely the same now as it was then. To come to Santa Clara is to be welcomed. To make your home in Santa Clara is to feel at home. The city still offers pleasing prospects and plentiful opportunities - to residents and to business and industry equally. I am sure our Chamber of

Commerce will continue the tradition begun by the Santa Clara Commercial League - to support and sustain our existing businesses and to attract and welcome new business, and as was written 100 years ago, to encourage any progressive movement for the up-building of our city. Thank you.